

**SPECIAL MEETING OF  
BELMONT REDEVELOPMENT AGENCY**

**Thursday, January 25, 2007**

**CITY COUNCIL CHAMBERS, ONE TWIN PINES LANE**

**CALL TO ORDER 6:35 P.M.**

**ROLL CALL**

DIRECTORS PRESENT: Lieberman (via teleconference), Dickenson, Warden, Mathewson, Feierbach

DIRECTORS ABSENT: None

Staff Present: Executive Director Crist, Community Development Director de Melo, Police Chief

Mattei, Finance Director Fil, Parks and Recreation Director Politzer, City Clerk Cook.

**ADDITIONAL BUSINESS**

**Report on Economic Development Enhancement –Target Site Strategy, Phase 2**

Finance Director Fil stated that this process began in 2000 with Visioning where community themes were developed, and the Economic Subcommittee has been working for the past several months on this matter. He introduced Jerry Keyser, the consultant who has been retained to work with the City on economic development issues.

**Jerry Keyser**, Keyser Marsten, outlined the strategic goals for economic development of the target sites, and he reviewed the four-step process. He also reviewed the tasks completed in Phase I, including development of the criteria for the selection of five sites for redevelopment. He outlined several tasks of Phase 2 that have been completed. He reviewed the potential revenue for the redevelopment of the target sites, and noted that each has complexity and challenges regarding land use or ownership. He stated that the Sports Complex site will need to be put on a separate track, since it has unique and sensitive issues, including State requirements for change of use.

**Lee Rosenthal**, Redevelopment Agency attorney, reviewed the law regarding redevelopment participation by a private property owner for any project. He noted that it is ideal to assemble properties through a master development. He outlined the details of the rules to be followed in this process.

Community Development Director de Melo stated that the key component in this process is to address policy issues, which need to be aligned to accommodate the plan and vision for redevelopment. He noted that the land use component will be the first to be addressed in the upcoming General Plan update, which would begin with four of the five target sites. Input is needed from all stakeholders.

**Frank Fuller**, Field Paoli Architects, reviewed details of the field trip taken by the Economic Development team to other communities. He reviewed elements of those communities' successful developments. He showed examples of the creation of public spaces and the mixture of uses. He also reviewed various components of development, including architectural details, doorways and windows, signage and lighting, streetscape, parking, and public art. He also provided conceptual renderings for three of the target sites.

Community Development Director de Melo reviewed an upcoming private project on El Camino Real at O'Neil Avenue, which is in the vicinity of one of the target sites (Firehouse Square). He noted that the Planning Commission has approved the conceptual plan, and will shortly be addressing the entitlements for the project.

Chair Feierbach noted that the Sports Complex site is a separate issue from the other four target sites. Downtown needs development that will make the City proud.

Director Mathewson stated there is a great potential for redevelopment of these sites into something more interesting. He desires to see something harmonious and eclectic. This proposal makes progress towards that goal.

Director Lieberman stated that this endeavor is very exciting. He is having difficulty visualizing whether or not the sites are big enough to accommodate the conceptual ideas, but all have the potential for redevelopment.

Director Warden stated that revenue is needed for the City. He noted that whatever is done on any of the target sites would need to be kept in character with the community.

Director Dickenson stated that this proposal ties into the recent Visioning process. There is a need to execute by planning. Public input will be necessary.

Finance Director Fil reviewed the next steps in the process. He noted that staff is aware that the Sports Complex is a sensitive site which requires a separate track. The other sites will require the engagement of adjacent land owners.

**Mike Dutto**, on behalf of the Softball Association, stated he was a member of the Open Space Task Force. The Association has not been contacted regarding this matter. There are no other fields to take the place of those at the Sports Complex. There is a big demand for field use. He noted that the Parks and Recreation Commission worked on a better distribution of field time for Belmont residents.

**Kay Bell**, Belmont resident, expressed concern that the City Council is not focused on Belmont as being family-oriented. Belmont is not well served by uses of sites that are not serving families. Other cities have better playing fields and recreation opportunities.

**Tom Snider**, Belmont resident, expressed concern regarding the potential loss of the Sports Complex. He noted that those facilities are currently used to their capacity. He commented that sports sign-up day is a big event where a sense of community is fostered. He stated that kids are too sedentary and need physical activity opportunities.

**Barbara Sabeau**, Belmont resident, stated that good economic development ideas have been presented, but it should not be at the expense of the Sports Complex. This facility is just as important as the library. Sports are positive for kids, and Belmont has no youth center. The Barrett facility has not been addressed. Belmont does not need more restaurants. There are vacant spaces now. People are the greatest resource.

**Randy Smith**, Oracle Corporation, commended the City for undertaking an economic development plan. He noted that Oracle Corporation continues to grow and wants to work with the City for a potential master plan for the continued development of Island Park.

**Brad Clore**, Belmont Hardware, stated there is a potential for enhancing the Sports Complex without moving it. He requested additional information regarding what portion of the estimated new revenue would come from this site.

In response, Mr. Keyser clarified that 50 percent of the estimated \$5 million revenue could be generated from this site.

**Marta Florez**, Center for Independence for the Disabled (CID), stated that change is good, but new buildings should blend with the old. She expressed the desire for CID to remain at its present location.

**Cherie Patterson**, AYSO (Soccer), expressed concern regarding downtown development and traffic issues, as well as property values. She also expressed concern regarding the construction associated with redevelopment, since she lives near downtown. She also commented regarding the loss of the Sports Complex.

Chair Feierbach clarified that the Request for Quotation does not include the Sports Complex. Finance Director Fil noted that the proposed resolution names the other four sites only.

**Vince Bradley**, (no address provided), stated that Ralston traffic problems were not addressed in the presentation.

Director Warden noted that all comments were valid opinions. Revenue is needed to pay for services.

Chair Feierbach stated that the Council has done much to save open space, including trails, Waterdog Lake, and the San Juan Canyon. This is a quality of life issue. She noted that the

Sports Complex site was merely a suggestion. There would be a need to find other facilities before that site would be considered for development.

Director Dickenson noted that the Sports Complex is adjacent to State property, and nothing will happen quickly in that area because of that fact.

Director Lieberman stated that he is active in youth sports in Belmont as a coach and is sensitive to the concerns expressed by the speakers. He stated the media did a disservice by omitting material facts in its reporting. It is not the intent of the City Council to push anything through and leave the City without a facility such as the Sports Complex. Communication is important. It is very early in the process. He is willing to be a liaison with the sports groups, if desired.

**ACTION:** On a motion by Director Mathewson, seconded by Director Dickenson, Resolution 444 Authorizing a Professional Services Agreement with Keyser Marston Associates, Inc., to Perform Economic Development Consulting Services, Targeted Site Strategy Phase 3, in an amount not to exceed \$50,000, was unanimously approved by a show of hands.

**ACTION:** On a motion by Director Mathewson, seconded by Director Warden, Resolution 445 Authorizing a Professional Services Agreement with Field Paoli to Perform Associated Architectural and Planning Services, Targeted Site Strategy Phase 3 Preparation, in an amount not to exceed \$25,000, was unanimously approved by a show of hands.

**ADJOURNMENT** at this time, being 8:30 P.M.

**Terry Cook**

**Agency Secretary**

Meeting audio-recorded and videotaped  
Audio Recording 655